



## THE WEATHER

Fair and somewhat warmer tonight; Friday fair; light variable winds. Sun rises 6:07, sets 7:25. Noon sun 112° N. H. H. 45. Temperature 61° F. at 1 p. m. Maximum, 63° at 1 p. m. minimum, 55° at 5 a. m. average, 56°. Temperature at 1 p. m. 65.

# BOSTON AMERICAN

NEW ENGLAND'S GREATEST PAPER • HOME NEWS PAPER • CIRCULATION GREATER THAN ALL THE OTHER BOSTON EVENING PAPERS COMBINED

## 10-PM. EDITION

Largest Home-Going Circulation in New England

VOL. 12—No. 96.

Copyright 1915 by N. E. Brewster & Co.

BOSTON, THURSDAY, JUNE 24, 1915.

Published by N. E. Brewster & Co.

PRICE ONE CENT.

# HUGE STATE MILITIA EXPOSE

## HARVARD GIVES 1217 DEGREES AT COMMENCEMENT



Charlie Brickley, Harvard's athletic idol, gets his diploma today.

Hero of many a hard-fought game in academic robes and in baseball uniform.

President A. Lawrence Lowell of Harvard College conferred 1205 academic and 12 honorary degrees at Harvard's 274th Commencement Day exercises in Sanders Theatre at Cambridge today. The academic degree were divided thus: A.B. 503, A.M. 159,

## Susie Merrill to Attack Thaw's Sanity

## TORPEDO BRITISH CRUISER

## SWEAR TO THAW'S SANITY

It was reported today that Mrs. Susan Merrill, who is wanted by New York State as an important witness at the Harry Thaw sanity trial, has been found in Boston and will return to testify against Thaw. At Thaw's former trial it was charged that he frequented Mrs. Merrill's home in New York.

By International News Service. NEW YORK, June 24.—Several witnesses took the stand today, in the jury hearing to determine the sanity of Harry K. Thaw, and swore that at the various times they had met and talked with Thaw he was rational.

One witness, a newspaper reporter, declared under cross-examination, that Thaw of today was vastly different from Thaw of 1906.

The State will recall Thaw for cross-examination. It was announced today, and will subject him to a grilling test, in which he will be closely questioned concerning every act of importance in his life.

Thaw held his usual reception when he came into court a quarter of an hour before the opening today. Hands were held out, which Thaw grasped as he passed, and there were cries of "We are for you."

When Mrs. Thaw and Mrs. Carnegie came into court with Thaw, Harry retired to a corner to chat with them. He held his mother's hand as he talked.

**SCORE OF WITNESSES.**

When court opened there were on hand more than a score of witnesses from New Hampshire, Vermont and Canada, prepared to swear they found Thaw rational. The first witness today was Gus C. Rodger, a newspaper reporter, recalled for cross-examination by Deputy Attorney-General Cook.

When John R. Stanchfield examined Rodger yesterday about an interview he wrote with Thaw, Cook testified that the cross-examination he put on Rodger had said that Thaw impressed him as being rational.

Rodger testified he interviewed Thaw the day after he was sent to the Toms in 1906.

"How did he impress you then?" asked Cook.

"Thaw impressed me as being rational," replied Rodger.

On redirect examination Rodger said he had interviewed Thaw many times over a period of nine years and that the Thaw of today "is vastly different from the Thaw of 1906."

**KING'S COUNSEL ON STAND.**

William L. Shurtleff, King's counsel of Quebec, who was retained by Thaw when he was arrested at Court-look, then took the stand. He said that Thaw's actions and conversations impressed him as being rational. On cross-examination Shurtleff said he was convinced Thaw was sane.

## OVER-PAY CHARGES IN PER INQUIRY

The exposure today of enormous waste and extravagance in the construction of the Commonwealth No. 3, which commenced when the contractors put in claims which Engineer Guy C. Fournier described as a "casual shaking of the plum tree to see what might drop," started the city and state today.

H. B. Converse & Co. are the contracting firm involved, and the old board of Port Directors supervised the work and made the payments.

Up to the end of 1913, the Commonwealth company was estimated to have cost \$2,000,000. As a matter of fact, Mr. Converse says, the company owes the State money some \$1,000,000.

Mr. Converse described the conditions which prevailed as "unbelievable" in many respects. Chairman Edward F. McWhorter of the present Port board refers to them as "extraordinary." Guyer Wain, trustee of "waste and extravagance." Adm. Sir Samuel Atwell, who is planning civil engineering projects, or both, speaks of them as "unfortunate."

Senator McWhorter, a labor leader, discussing a part of the work, said: "Somebody knew stealing was going on."

**WHAT THE CHARGES ARE.**

In a general way, the charges are:—

—That much of the work on the pier was done on a hasty and faulty basis.

—That the State, the Port Directors and the company to agree on the cost price of a job, and for the directors to pay the company this cost, plus 7 1/2 per cent profit.

—That the "cost price" paid by agreement was in many cases too high.

—That the directors paid the cost price.

## Woman Found Dead Had \$2,000 in Cracker Box

Mrs. Ann E. Robbins, a resident of Garfield street, in the Back Bay, for five years, was found dead in her room there, at the age of seventy-five, with \$2,000 in a postmarked letter box on the floor beside her body.

Medical Examiner Loring said death was due to heart trouble.

Manager Harry C. Barry, who was in Mrs. Robbins' room to see about some business, was told by Mrs. Robbins' maid that she had been found dead in her room.

Mrs. Robbins lived in a small room in the rear of the building. She was a widow and had no relatives in the city.

The police are looking for a man who was seen near the body.

## Kitchener 65 Today; Recruits to Be Gift

LONDON, June 23.—Earl Kitchener was sixty-five years old today. It was hoped to mark his birthday by presenting him with a record number of new recruits and mobilized men.

**BATTING ORDER.**

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# WELLESLEY COLLEGE AND HARVARD MAN ELOPE

Mrs. Hugh Webster Babbs, who was Perle Loring Conant, Wellesley '10, is on her honeymoon today with her Harvard Law School husband, secure in the distinction of being the only graduate to elope from the Commencement Day exercises of her alma mater.

Following the honeymoon calls will be made on Mr. and Mrs. P. O. Conant of Portland and on Mr. Babbs' people in Westbrook, Me. When Miss Conant was at the Commencement exercises she met Mr. Babbs, whom she has known for years, but whether the meeting was prearranged or not is not said. However, they left in the middle of the exercises for Bridgeport, where they were married by the Rev. H. G. Fandellet.

Mr. Babbs studied at Oxford, Eng., before entering the Harvard Law School, where he is a junior. Miss Conant was a leader in her set in Portland. Their marriage was a great surprise to family, friends and college acquaintances.

# MRS. HUGH WEBSTER BABBS, who was Miss Perle Loring Conant, Wellesley '10, is on her honeymoon today with her Harvard Law School husband, secure in the distinction of being the only graduate to elope from the Commencement Day exercises of her alma mater.



# GRAMMAR SCHOOL GRADUATES 3,219

Graduating exercises for forty-two of the grammar schools of Boston are being held today in the halls of the different schools. Thirty-two hundred and nineteen pupils will receive their diplomas.

Of this number 1129 are boys and 1490 girls. The High Union School, Roxbury, will graduate the largest number of any one school in the city when one hundred boys and ninety-six girls will assemble to hand their exercises and receive their well-earned diplomas.

Other schools graduating large classes are the George Putnam school, Roxbury, whose graduating class numbers ninety boys and fifty-eight girls; the W. H. H. school, Dorchester, where there are sixty-six boys and seventy-five girls.

# Old-Time Ball Player Arrested

William Duffy, an old-time ball player, who became known as "Doc" Duffy, following an accident to one hand after he left the diamond, was arrested on State street today charged with violating the terms of his probation by soliciting funds for an imaginary cause from tourists. He said he was forty-seven years old and lived on East Brookline street.

# "Drys" Engage John L. to Open on Demon Rum

John L. Sullivan, former world champion of the title arena and later gentleman farmer of Abington, is to land what is left of his heavy-weight wallop on John Harbison.

The masters of ceremonies in this encounter are the National Anti-Saloon League forces. According to New York dispatches, John L. is to open the fight against Demon Rum at Atlantic City on July 4.

William H. Anderson, State representative of the Anti-Saloon League of New York, in announcing Mr. Sullivan's intention, said that the former fight champion will be but one of several celebrities who during the four days of the convention, which ends on July 9, will detail the details of a journey abroad the wester wagon.

**FIDELITY TRUST COMPANY**  
SAVINGS DEPARTMENT  
4% INTEREST  
PAID  
BEGINNING JUNE 30  
If you have a dollar or more to spare, it will draw interest. No limit to amount of deposit. Funds accumulate and are safely handled by 131 State St., Boston. Close to Custom House. Uptown: 630 Washington St. (Over Essex Street)

**MacDonnell's**  
TREMONT TEMPLE STORE  
STORE OPEN ALL DAY SATURDAY  
EXTRAORDINARY WAIST VALUES \$1.00 EACH

Under-vests 29c, Corset Covers 30c, Trimm'd Drawers 39c, Bungalow Aprons 49c, Gingham Petticoats 59c, Seersucker Petticoats 79c

Wash Skirts \$2.00, Dresses At 1/2 Price \$1.00, Wash Skirts Repp or White PK \$2.98

Extra Size Stainless Black Stockings 29c, Novelty Top Silk Hosiery 75c Value 55c

# WILSON AND HOUSE CONFER ON WAR

By A. M. JAMISON, Special Correspondent of the International News Service.

BOSTON, June 24.—President Wilson and House leaders today met in conference with the first hand information on the conflict in Europe from his friend Colonel E. C. House, who only recently returned from the war zone.

The President made the engagement today, and House, who has been here for the day on his way to Europe, will remain until after Independence day.

The President and Colonel House met in conference about 10 o'clock today, and the President will be seen in the White House at 1 o'clock.

Max Margaret Wilson, the President's daughter, joined her father at 1 o'clock.

A shortening of the President's day will be seen in the White House at 1 o'clock.

Colonel House, who is also with him, President and Colonel House had lunch at the White House.

The President's daughter, the President's daughter, joined her father at 1 o'clock.

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# GILCHRIST'S Rebuilding Sale

"Friday Specials" This Week Brings Values You Cannot Afford to Miss

The savings are of a kind that few folks can resist—savings on the very merchandise now most in demand. Rebuilding operations have started in earnest. Partitions block up wall space, and two of our valuable entrances have been closed up for many weeks to follow.

# Stock Reducing Emergency Is Now at Hand

**Women's Silk Stockings** 15-baton length, mouse, 16-baton length, mouse, 17-baton length, mouse, 18-baton length, mouse, 19-baton length, mouse, 20-baton length, mouse, 21-baton length, mouse, 22-baton length, mouse, 23-baton length, mouse, 24-baton length, mouse, 25-baton length, mouse, 26-baton length, mouse, 27-baton length, mouse, 28-baton length, mouse, 29-baton length, mouse, 30-baton length, mouse, 31-baton length, mouse, 32-baton length, mouse, 33-baton length, mouse, 34-baton length, mouse, 35-baton length, mouse, 36-baton length, mouse, 37-baton length, mouse, 38-baton length, mouse, 39-baton length, mouse, 40-baton length, mouse, 41-baton length, mouse, 42-baton length, mouse, 43-baton length, mouse, 44-baton length, mouse, 45-baton length, mouse, 46-baton length, mouse, 47-baton length, mouse, 48-baton length, mouse, 49-baton length, mouse, 50-baton length, mouse, 51-baton length, mouse, 52-baton length, mouse, 53-baton length, mouse, 54-baton length, mouse, 55-baton 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## UNDERSEA WAR BY GERMANY TO GO ON

By GUSTAV SCHWEPENDICK,  
Editor of the New York Herald  
Journal and Special Representative  
of the Boston American in Germany.

BERLIN, June 24. (via Rotterdam).—The suppression of the Deutsche Tageszeitung for aggravating the American situation is considered of the greatest international significance.

According to a conclusive statement given me by the general office of the Deutsche Zeitung in regard to the Tageszeitung means a continuance of the Kaiser's policy of avoiding unnecessary complications with neutral powers, especially the United States.

A powerful statesman of the Wilhelmstrasse said to me: "The motive underlying the suppression of the Tageszeitung is the German government's loudest desire to consider American interests fairly without abandoning their own rightful privileges. Several newspapers have persevered in handicapping the government's peaceful endeavors. The Tageszeitung has been especially vindictive and since the Lusitania sinking it has persisted in aggravating the difficulties of the German-American situation."

**MUST RETAIN POLICY.**  
"The suppression, however, must not be interpreted by Americans as indicating the abandonment of submarine warfare by the German government. It was aimed solely at preventing excesses by newspapers, whether conservative or radical, tending to increase the complications."

"The time and extent of the suppression are uncertain, but the punishment must be considered as a warning to all trouble-making newspapers."

"While the government has been anxious, in good faith, to continue the negotiations with the United States for a mutually satisfactory settlement, without resorting to a policy which will enable us to retain our self-respect, and at the same time, without losing sight of the object of the war, these newspapers have discredited Germany's statesmen and have denounced them as spineless waddlers."

"The American government seems to overlook the fact that new war instruments demand the applying of new seal rules, as was done at the latest Hague conference in reference to aeroplanes. Germany cannot discontinue submarine warfare without abandoning her most important weapon. The correct attitude of the heads of the newspapers in this connection is appreciated by fair-minded men on both sides."

"It is not our intention to hurt, unconsciously, the feelings of any neutral nation, but we will not permit anybody to interfere with our submarine operations."

"We do not intend to torpedo neutral vessels. In any such case has happened it was due to a mistake on our part, for which we will atone, or it was the fault of the vessel in trying to escape, in flying false colors."

## HARVARD NURSES ARE READY FOR WAR SERVICE



Some of the members of the Harvard unit that leaves next week for Red Cross work abroad. The girls, on Thursday on the Hingham pier yesterday. From left to right these nurses are: Miss Ball, Miss Clark, Miss Smith, Mrs. Hagan, Miss Mallock and Mrs. Parson.

### BOY SCOUTS WILL MAKE FELS SAFE

The State police, as well as the police of Malden, Winchester and Chelsea, are today making an organized search to try and find some trace of the man who has been attacking women and girls in the streets of Middlesex Falls.

On Saturday and Sunday, when the police are most numerous, it is believed to have extra force of officers on duty as well as patrol by means of boy scouts.

Major Benjamin F. Haines of Malden has offered a reward of \$100 from his own purse for the arrest and conviction of the man believed to have been responsible for a series of attacks on women in Malden, Winchester and Chelsea the most recent of which was that Tuesday on Mrs. William A. LeFavour in Winchester.

Mrs. LeFavour, who was attacked by a man near the Winchester road, is recovering from the shock of her experience.

### Lansing Begins Job, Succeeding Bryan in Office

WASHINGTON, June 24. (By AP).—Lansing, whose father-in-law, John W. Foster, was Secretary of State under President Harrison, today began his first day as full incumbent of that office.

He has been acting Secretary since William Jennings Bryan's resignation. His full interim appointment would have expired next month.

When Congress meets, his appointment will have to be submitted to the Senate in the regular way for confirmation, which is regarded here as certain.

Lansing is well known in diplomatic circles, where he has had a long career. In 1902 he was appointed by Secretary of State Richard Olney counsel to the government before the Hay-Paoli Commission.

### COLE FAVORS AIR CORPS IN MILITIA

Adjutant-General Charles H. Cole, who has been in the militia since 1902, today announced his plan to organize an air corps in the militia.

A number of his friends, who are active in the militia, are already working on the plan. The plan is to have a corps of 100 men, with 20 aircraft.

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### Forty Niners Meet; Only 73 Are Left

The members of the Forty Niners, a group of 49 men, today met at the Hotel Newbury Park in New York City. Only 73 of the original 49 are left.

The group is a remnant of the Forty Niners, a group of 49 men, today met at the Hotel Newbury Park in New York City. Only 73 of the original 49 are left.

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### Haffenreffer on Honeymoon in Auto

Mr. and Mrs. Haffenreffer, who were married yesterday, today went on their honeymoon in an automobile. They are expected to return tomorrow.

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## TURKS BURIED ALIVE IN ACTION

By FRANKLIN P. MURPHY,  
Special Correspondent of the Inter-  
national News Service.

PARIS, June 24. (By AP).—Reports from the front in the Balkans today indicated that the Turkish army was being driven back in several places.

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## ARRAS SHELLED AND NUNS KILLED

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## Summer Sale of Beds & Bedding

A Very Handsome  
Enameled Steel Bedstead  
Regular Price \$8.50, for  
\$6.45

A new design from one of  
America's foremost bed  
makers. Made of heavy cold rolled steel,  
staining and has the finest  
natural finish we have ever seen.  
All sizes.

## A Great Sale of PILLOWS

95c  
each

Worth \$1.50

These are large sized pillows,  
filled with duck down, and covered  
with heavy A. C. A. ticking.

## Special Sale of \$22.50 Brass Beds

\$12.75

The response last week to this  
offer has been extraordinary. Many  
of our beds have been sold.  
So just as quickly. Note the  
beautiful pattern of the heavy  
1 1/2 and 4-inch filled and covered  
with duck down. The heavy  
mattress on top and bottom beds,  
warranted construction.  
Sizes: 4-ft. 6-in., 4-ft. and 3-ft. 6-in.  
All with steel frames.

Don't Miss This Opportunity!

W. C. Give and Redeem Legal Stamps

CHRIST CO.

Two years ago we started to  
make clothing history with  
the first of these annual sales

THIS IS THE YEAR  
We Are Going to Make New History

Last year's sale exceeded all previous  
records by several thousand dollars  
and set a new high record for one  
day's sales of Men's Clothing.

Instead of waiting until July to take the Summer Mark-Down on Men's Clothing, and by so doing afford Men scarcely enough time to prepare for vacation and over-the-Fourth needs, we propose to do the marking down now, which brings this sale to you most opportunely

## The Great Annual Mid-Summer Mark-Down Sale Begins Today

1,012 Men's New Summer Suits

At Reductions in Price That Have Not Been  
Equalled on Similar Values This Season

Every suit is guaranteed to be satisfactory to you.  
No charge will be made for necessary alterations.

Suits, Original Values 15.00 to 20.00 . . 12.50

Suits, Original Values 22.50 to 27.50 . . 15.75

Suits, Original Values 30.00 to 37.50 . . 21.75

500 Pairs of the Best White Flannel Trousers in Boston 3.65

YOUNG MEN'S SUMMER SUITS

CHEST MEASURE 31 to 36

AT REDUCTIONS FULLY EQUAL TO THE MEN'S SUITS

12.00 to 15.00  
Original Values 9.75

15.00 to 20.00  
Original Values 12.50

22.50 to 25.00  
Original Values 15.75

Styles are one, two and three  
button; skeleton, quarter, half  
and full lined; conservative and  
the more shapely models, patch  
and flap pockets—in a word, the  
suit you have in mind is here.

AT REDUCTIONS FULLY EQUAL TO THE MEN'S SUITS

We have engaged a regiment  
of extra salesmen and fitters.  
Suits will be arranged by sizes to  
facilitate quick selection.  
Sizes from 33 to 46 chest  
measure for men of all proportions.

Direct Floor—Main Store  
Direct Entrances from Summer and  
Avon Streets

Jordan Marsh Company

Store open until 5:30 every day this month  
EXCEPT  
Saturday, June 26, Closed at 1 O'Clock





BIG DEMAND FOR  
OUTING TICKETS

From early morning until late at night the AMERICAN's branch stations are crowded with throngs of eager mothers and children redeeming their Sunday coupons for Nanuet tickets to be used on Wednesday, June 23, when the AMERICAN's third annual "Mothers and Children's Day" outing takes place.

There is an unusually heavy demand for tickets this year, and many are desiring to go well to do with their coupons without further delay.

## Protect Yourself!

Be Sure You Get

## HORLICK'S

THE ORIGINAL

## MALTED MILK

The Food-drink for All Ages

For Infants, Invalids and Growing Children.

For patients, upholding the weaker body.

For the nursing mother and the aged.

Pure milk, malted grain in powder form.

Take a Package in a minute.

Accord lunch prepared Home.

Unless you say "HORLICK'S,"

you may get a Substitution.

HONORARY DEGREES  
CONFERRED AT HARVARD

The following honorary degrees were conferred by Harvard at the Commencement exercises today:

## DOCTOR OF LAWS

John Farrell Moore, Boston banker and former member of Finance Commission.

Isaac Sharpless, president Haverford College.

Theodore Newton Fall, president American Telephone & Telegraph Company.

Edgar Montgomery Cullen, lately chief justice Court of Appeals of New York.

Myron Timothy Herrick, former Governor of Ohio and lately Ambassador to France.

## DOCTOR OF SCIENCE

Frank Billings, Chicago physician.

MASTER OF ARTS

Alexander Hamilton Rice, Boston explorer in South America.

Bela Lyon Pratt, Boston sculptor.

Charles Lawrence Hutchins, Chicago banker, vice-president Egyptian Exploration Fund, art director, hospital trustee. Honored by Harvard as "public-spirited citizen."

Horace Trumbauer, Philadelphia architect, designer of Widener Memorial Library, which was dedicated today.

## DOCTOR OF DIVINITY

Rev. Paul Revere Frothingham, Boston, pastor of Arlington Street Church (Unitarian). Preacher to Harvard University 1899-1902.

Right Reverend David Hummel, Greer, Episcopal Bishop of New York.

HARVARD GIVES  
1205 DEGREES

Continued from First Page.

Mr. Cummings said Miss Lowell's poem, "Cummings," is a development "from the ordinary to the unusual."

Making this Commencement day particularly noteworthy was the dedication of the new \$250,000 Widener Memorial Library. This was built by Mrs. Eleanor Klins Wilson as a memorial to her son, Harry Klins Wilson, of the class of 1907, who perished on the Titanic.

United States Senator Henry Cabot Lodge, who made the presentation speech, said that no general public could compile this library "to buy best sellers which flutter their brief hour in gaudy paper wrappers."

## MORGAN ATTENDS

Men of national reputation were about the stand early in the morning. Morgan, class of '89, was one of the first on hand, for he had a meeting of the board of directors of the Atlantic City and Hotel Co. in the city.

He was as a member of the board of directors of the Atlantic City and Hotel Co. in the city.

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ANNIE M. SPOONER, No.  
12 Warner street, Dorchester, who is fighting hard to win in the AMERICAN'S California Tours Contest.

Portrait of Annie M. Spooner, who is fighting hard to win in the AMERICAN'S California Tours Contest.

VILLA CRUSHED,  
ARMY IN FLIGHT

WASHINGTON, June 21.—(Continued from First Page.)

zula's soldiers under General Obregon have captured Villa's army and the remnants of Villa's army are in flight, reaching to Sonora from El Paso.

The news reached the border in an official telegram from Carranza to the United States.

Carranza was in command at El Paso and was later admitted to Villa's headquarters in El Paso.

Not until the sensational defeat of the Villa forces at Culiacan, two months ago, was there created such a stir in both American and Mexican circles about the capture of the assassin of the president of Mexico.

According to the Carranza dispatch, the Aguilar-Villa forces were the result of a brilliant Mexican move.

The Villistas, it is believed, are able to move their army to their base at Aguilar, Culiacan, and to leave them in the hands of the Carranza forces.

The report, which was made in a dispatch from the Carranza forces, is that the Carranza forces are in the hands of the Carranza forces.

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## MOTOR NOTES

By J. C. KERRISON.

It is to be expected that the automobile race meeting on July 1, at the Long Beach track, will be a very interesting one.

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It

The American's Magazine<sup>and</sup> Fiction Page

By GOUVERNEUR MORRIS and CHARLES W. GODDARD

after I had taken two bottles I felt better and I said to my husband, 'I don't want any more of this.' He said, 'You had better take it a little longer anyway.' So I took it for three months and got well and strong." — MRS. ALONZO E. RAKER, 9 Tecumseh St., Adrian, Mich.

**Not Well Enough to Work**  
In these words is hidden the tragedy of many a woman, housekeeper or wage earner who supports herself and often her husband and family on meagre wages. Whether in house, office, factory, shop, store or kitchen, woman should remember that there is one tried and true remedy for the ills in which all women

or wage earner who supports herself and is often helping to support a family, on meagre wages. Whether in house, office, factory, shop, store or kitchen, woman should remember that there is one tried and true remedy for the ills to which all women



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new & like

[illegible]

# GENERATION SALE

**100,000**  
**f Furniture,**

**nd Stoves**  
**d in 30 Days**  
mechanics. Nothing  
go. 25% to 33% re-  
store, liberal credit

ent them.

---

## HAMMOCKS



A black and white illustration of a woman sitting in a hammock. She is wearing a dark dress with a light-colored collar and a bow at the waist. The hammock is strung between two points, and the background shows a simple landscape with trees and a fence.

the Khaki S. M. 35 Sl Cash

**\$4.99**

**50¢ A Week**

Week of Love Week! Caprice makes good her word by giving away \$5000 cash prizes to 50 lucky couples each week. The more you frame, the better your odds.

**CHOICE 16**



solid Oak Dresser. **\$498**

**Are You Going Housekeeping?**  
Then do not miss this

sale. We must make room rather than have goods soiled by lime, dust and plaster. We are taking a loss on many handsome

show pieces. All the credit you want, but help us get the samples off our floors.

|                                                                          |                                                                                         |
|--------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| <b>1 BEDROOMS</b><br>FROM \$225 A MONTH<br><b>\$35</b><br>\$15 CASH WEEK | <b>FIVE ROOMS</b><br>FROM \$225 A MONTH<br><b>\$246</b><br>TERMS \$25 CASH \$15 A MONTH |
|--------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|

**Washington**

**Must Be Moved in 30 Days**  
To make room for the mechanics. Nothing is reserved, all must go. 25% to 33% reductions all over the store, liberal credit terms to those who want them.

**HAMMOCKS**



the Khaki \$ **4.35** St Cash  
 minnack 50¢  
 A Week

Another **Summerfield Bargain**  
Two-Door Side  
Ice Refrigerators



then do not miss this sale. We must make room rather than have goods soiled by lime, dust and plaster. We are taking a

loss on many handsome  
show pieces. All the  
credit you want, but help  
us get the samples off  
our floors.

|                          |                                                             |
|--------------------------|-------------------------------------------------------------|
| ROOMS<br>of 1000 sq. ft. | FIVE ROOMS<br>Rmbr 22 sq. ft. - 100 sq. ft.<br>Duffin, etc. |
| <b>\$35</b>              | <b>\$246</b>                                                |
| IN CASH<br>PER WEEK      | TERMS \$25 CASH<br>\$15 A MONTH                             |

**SUMMERFIELD'S 727-735 Washington**

# Krazy Kat

Copyright, 1915, International News Service.



# THE DINGBAT FAMILY

Copyright, 1915, International News Service.

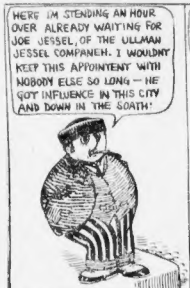
# We Hope the Old Man Can Cover Up the Accident, but You Know How Women Are



# ABIE THE AGENT

Copyright, 1915, International News Service.

# Some People Are Awful Reckless with Their Money



# JERRY ON THE JOB

Copyright, 1915, International News Service.

# Being an Artist's Model Isn't So Much



# POLLY AND HER PALS

Copyright, 1915, Newspaper Feature Service, Inc. Great Britain Rights Reserved.

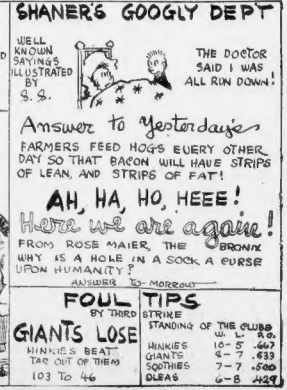
# Quite a Lot of Volunteers for the Danger Zone



# US BOYS

Registered United States Patent Office.

# Is the Old Master on the Toboggan? Eaglebeak Spruder Can't Last Forever





# VARSITY CREWS HAVE BUT LIGHT WORKOUTS

By CONSTANCE S. TITUS,  
America's Foremost Amateur Oarsman.

NEW LONDON, CT., June 21.—With the Yale and Harvard crews in perfect condition for the start of the season, New London is filled up with lovers of rowing. Already scores of students are at the oars while their owners are sitting on the shore, watching the course. The atmosphere is electric, and the rowers are taking their time to starting practice.

devoting much time to starting practice.

**PRACTICE ON STARTS**  
The practice on starts is the most important part of the rowing season. The rowers are taking their time to starting practice, and the atmosphere is electric. The rowers are taking their time to starting practice, and the atmosphere is electric.

## HOW FRESHMEN FOURS COMPARE.

| NAME                   | Height | Weight | Age | Honor    |
|------------------------|--------|--------|-----|----------|
| Strook, J. M. Franklin | 6' 10" | 175    | 18  | New York |
| Strook, J. M. Franklin | 6' 10" | 175    | 18  | New York |
| Strook, J. M. Franklin | 6' 10" | 175    | 18  | New York |
| Strook, J. M. Franklin | 6' 10" | 175    | 18  | New York |

Strook, J. M. Franklin, 6' 10", 175, 18, New York.

# HARVARD FRESHMEN 4 PICKED TO WIN RACE

MASSACHUSETTS, June 21.—The Yale crew, which is expected to win the race, is picked to win the race.

An Extra 5c. Per Half Pound packet, represents the added cost of obtaining tea suitable for

# "SALADA"

Quality. The quality of flavour that has distinguished this tea for nearly a quarter of a century will be upheld at all costs. Salada now costs 5c. more per half pound packet and the quality is guaranteed.

When In Doubt Buy Of  
**OSGOOD**  
New England's Greatest Furniture Store  
744-756 WASHINGTON ST BOSTON  
Just a few steps from the Bay State and Lines "T" and "N" stations

## Friday and Saturday FURNITURE BARGAINS

**Couch Hammocks 7.75**  
This \$18.00 Baby Carriage  
**12.95**  
Couch Hammocks  
Exactly Like Illustration  
Made of 12 ounce Kevlar duck, strongly reinforced where the strain comes. Cushion is 18" long and 2" 6" in. wide, and has National iron springs. It is also equipped with Kevlar mattress and windshield. Regular price \$18.00. Our Friday and Saturday price **7.75**  
EXTRAS IF DESIRED.  
Awning \$4.95—Angle Iron Frame \$2.05  
Other Hammocks \$6.00 to \$15.00

**The Osgood Guarantee to Customers:** Following our usual credit customers against possible loss and hardship, we remind them that we give a receipted bill in full on balances due on credit accounts up to \$500 in case of a customer's death, as per our printed agreement on lease.

**Money-Saving Values in Rugs**  
\$9.00 Green Rug, 5x12 6.95  
\$4.75 Green Rug, 5x10 3.75  
\$4.25 Green Rug, 6x9 3.05  
\$11.00 Blue Rug, 5x12 7.75  
\$5.00 Blue Rug, 5x10 4.45  
\$7.50 Blue Rug, 6x9 6.75  
\$12.00 Axm. Rug, 5x12 8.50  
\$15.00 Axm. Rug, 5x12 10.50  
\$24.00 Axm. Rug, 5x12 18.75  
\$21.00 Axm. Rug, 5x12 16.50  
\$16.00 Axm. Rug, 5x12 12.75  
\$4.00 Axm. Rug, 5x12 3.45  
\$2.25 Axm. Rug, 5x12 1.85  
\$7.00 Comb. Vacuum Cleaners, 5.50

**Porch Rockers**  
Each for the 1st 1.95  
Each for the 2nd 1.45  
Each for the 3rd 1.00  
Each for the 4th .75  
Each for the 5th .50  
Each for the 6th .25  
Each for the 7th .15  
Each for the 8th .10  
Each for the 9th .05  
Each for the 10th .02

**Buffets**  
Exactly like illustration  
Each for the 1st 1.95  
Each for the 2nd 1.45  
Each for the 3rd 1.00  
Each for the 4th .75  
Each for the 5th .50  
Each for the 6th .25  
Each for the 7th .15  
Each for the 8th .10  
Each for the 9th .05  
Each for the 10th .02

**Your Credit Is Always Good at Osgood's**

When in Doubt Buy of Osgood  
C. R. OSGOOD CO

## Columbia Coach Picks Harvard in Close Race

By JAMES C. RICE  
Coach of Columbia crew  
The Columbia crew, which is expected to win the race, is picked to win the race.

## A Message to Thin, Weak, Scrawny Folks

An Easy Way to Gain 10 to 30 lbs.  
of Solid, Healthy, Permanent Flesh  
The body, natural finish, splendidly sprung, heavy running gear. Regular price \$18.00. Our Friday and Saturday price **12.95**

## A COLORADO OUTING COOL-CONVENIENT ECONOMICAL

Exactly like illustration  
Each for the 1st 1.95  
Each for the 2nd 1.45  
Each for the 3rd 1.00  
Each for the 4th .75  
Each for the 5th .50  
Each for the 6th .25  
Each for the 7th .15  
Each for the 8th .10  
Each for the 9th .05  
Each for the 10th .02

AMERICA'S GREATEST DRUG STORES

**SAVE THIS COUPON**  
And Read This Liberal OFFER

**THIS IS WHAT YOU GET**  
THIS COUPON and 13¢  
GOOD FOR ANY COUPON  
DICTIONARY  
At Any Liggett's Store in Boston  
GOOD FRIDAY and SATURDAY  
JUNE 25th and 26th ONLY

**SPECIAL PRICES for Friday & Saturday**

15c Hall's Tar Soap SPECIAL  
25c Rubber Baby Pants  
Carter's Free Ink  
FREE 10c DENTAL FLOSS  
All 5 Cent NURSING BOTTLES  
25c Citronella Oil—Use to keep away flies or mosquitoes  
10c CANDY SPECIALS  
ASSORTED SCOTCH CHEWS  
SPECIAL 41c  
DRUGGISTS' GUM DROPS  
SPECIAL 33c  
Chocolate Peach Creams lb. 29c  
Chocolate Raisin Cluster lb. 29c  
Milk Chocolate Caramels lb. 39c  
Major Cigars  
All Special Prices  
4 for 25c Size, Special 3 for 25c  
7c Straight Size, Special 4 for 25c  
10c Straight Size, Spec. 3 for 25c  
AN UNUSUAL OFFER  
1 lb. Nova Coffee 25c  
1 lb. Baking Powder 20c  
Retail Value 45c  
SPECIAL Both for 34c  
FREE CIGARS  
Buy 13 Padova Cigars at 10c each and we will present you with  
TWELVE 10-CENT PADOVA CIGARS  
FREE  
Full Pint Bot. Reg. 60c Size  
LIGGETT'S IMPORTED  
OLIVE OIL  
SPECIAL 49c

The Black Sheep of a Team Is Frequently Called Upon to Be the Goat

# AMERICAN'S DOUBLE PAGE OF SPORTS

## BASEBALL SUMMARY

NATIONAL LEAGUE  
AMERICAN LEAGUE  
FEDERAL LEAGUE  
NEW ENGLAND LEAGUE  
COLONIAL LEAGUE  
INTERNATIONAL LEAGUE  
NATIONAL LEAGUE RESULTS YESTERDAY

AMERICAN LEAGUE RESULTS YESTERDAY  
GAMES TODAY  
FEDERAL LEAGUE RESULTS YESTERDAY  
GAMES TODAY  
NEW ENGLAND LEAGUE RESULTS YESTERDAY  
GAMES TODAY  
COLONIAL LEAGUE RESULTS YESTERDAY  
GAMES TODAY  
INTERNATIONAL LEAGUE RESULTS YESTERDAY  
GAMES TODAY  
AMERICAN ASSOCIATION  
SOUTHERN ASSOCIATION  
School Results  
College Results

Everett Scott Out of Game for Some Time



## Bringing Up Father



By George McManus

## BASEBALL CARD TO-DAY

NATIONAL LEAGUE  
AMERICAN LEAGUE

## The Rabbit's Column

By Walter J. Moraville  
HORSTOP OF THE BRAVES

For complete news of the Harvard and Yale crew camps see Page 11.

## TYLER WILL TRY FOR 30 STRAIGHT

By A. H. C. MITCHELL

## Coach Nickalls Would Adopt New Rules for Races

NEW TONSON, June 24.—The New England Athletic Union, which has been in existence for over 20 years, is now in the process of adopting new rules for its races.

## SOX IN WINDUP GAME AT CAPITAL

WASHINGTON, June 24.—The Red Sox were in the windup of their game at the Capital today.

## TODAY'S JAMAICA SELECTIONS.

AMERICAN.  
1—Blue Rock, Black Horse, Tobacco, 2—Brazo, Robinson, Paton.  
3—Pity, Top of the Mountain, Blue 4—Belmont entry, Feminist, Sur-  
Vindas.  
5—Tad, Verruck, Feminist, 6—Grappoli, Ella Bryson, Mack  
7—Kidd, Alton, Joe Dabish, 8—Pahank.  
9—Krip, Alton, Joe Dabish, 10—Krip, Alton, Joe Dabish.  
11—Krip, Alton, Joe Dabish, 12—Krip, Alton, Joe Dabish.  
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97—Krip, Alton, Joe Dabish, 98—Krip, Alton, Joe Dabish.  
99—Krip, Alton, Joe Dabish, 100—Krip, Alton, Joe Dabish.

## The Boston American 25 Free Trips

To the World's Series Games  
YOU CAN GO

Read These Rules; Nominate Yourself Today!

## Rules of the World's Series Contest Read Carefully

THE CONTEST.—The Boston American's World's Series Contest is a voting competition which is open to every one (over 18 years of age) in New England, except employees of the American and their families and relatives. The contest begins Sunday, June 29, 1915, and ends Sunday, September 12, 1915.

THE AWARDS.—Twenty-five trips to witness the 1915 World's Championship games will be awarded.

THE CANDIDATES.—Every one (over 18 years of age) who is a resident of New England is eligible to compete, except employees of the American, as noted above. Participation in any previous American contest does not disbar any one.

THE ENROLLMENT.—Every candidate must be regularly enrolled from his or her permanent address on the enrollment blank printed in the Boston American, daily and Sunday, or a copy thereof.

THE VOTES.—Every day during the life of the contest, beginning Sunday, June 29, 1915, and ending Sunday, September 12, 1915, a coupon will appear in the Daily and Sunday American which will count for votes.

The Daily American coupon will count ONE vote and the Sunday American coupon will count TEN votes.

The contest will be divided into 12 weekly periods, and the coupons, during each period, will be numbered in series as follows:

| SERIES.                                                                       | START. | END. | COUPONS IN |
|-------------------------------------------------------------------------------|--------|------|------------|
| 1ST PERIOD—SERIES A NO. 1 TO A NO. 7—APPEARING JUNE 29 TO JUNE 28—JULY 3      |        |      | 7          |
| 2ND PERIOD—SERIES B NO. 1 TO B NO. 7—APPEARING JULY 3 TO JULY 10—JULY 17      |        |      | 7          |
| 3RD PERIOD—SERIES C NO. 1 TO C NO. 7—APPEARING JULY 17 TO JULY 24—JULY 31     |        |      | 7          |
| 4TH PERIOD—SERIES D NO. 1 TO D NO. 7—APPEARING JULY 31 TO AUG. 7—AUG. 14      |        |      | 7          |
| 5TH PERIOD—SERIES E NO. 1 TO E NO. 7—APPEARING AUG. 14 TO AUG. 21—AUG. 28     |        |      | 7          |
| 6TH PERIOD—SERIES F NO. 1 TO F NO. 7—APPEARING AUG. 28 TO SEPT. 4—SEPT. 11    |        |      | 7          |
| 7TH PERIOD—SERIES G NO. 1 TO G NO. 7—APPEARING SEPT. 11 TO SEPT. 18—SEPT. 25  |        |      | 7          |
| 8TH PERIOD—SERIES H NO. 1 TO H NO. 7—APPEARING SEPT. 25 TO SEPT. 28—AUG. 5    |        |      | 7          |
| 9TH PERIOD—SERIES I NO. 1 TO I NO. 7—APPEARING AUG. 5 TO AUG. 12—AUG. 19      |        |      | 7          |
| 10TH PERIOD—SERIES J NO. 1 TO J NO. 7—APPEARING AUG. 19 TO AUG. 26—SEPT. 2    |        |      | 7          |
| 11TH PERIOD—SERIES K NO. 1 TO K NO. 7—APPEARING SEPT. 2 TO SEPT. 9—SEPT. 16   |        |      | 7          |
| 12TH PERIOD—SERIES L NO. 1 TO L NO. 7—APPEARING SEPT. 16 TO SEPT. 23—SEPT. 30 |        |      | 7          |

DOUBLE VOTE VALUE will be given for each consecutive series turned in within a week after the appearance of the last coupon in the series, that is to say, a set of 4 coupons numbered A1 to A7, both inclusive, will count as 25 votes, whereas 5 daily and 1 Sunday coupon would count only 16 votes. But in any event all the coupons must be turned in within 12 weeks after the last coupon in the series.

ALL A coupons received after this date and time will be refused; a similar rule applies to the other 11 series.

Votes sent in daily during each period (not consecutively numbered) will count only for their face value.

Values of coupons transferred from one contestant to another after receipt of same by the American will be counted as only 16 votes.

The vote value of coupons will remain unchanged throughout the entire contest.

## Send in This Nomination Blank TODAY

Good for 1000 Votes

I hereby nominate as a Contestant in the Boston American's Baseball Contest for Popular "Fans":

Name \_\_\_\_\_

Address \_\_\_\_\_

Only one of these blanks will be credited to any one contestant.

SPECIALS  
**Union Suits**  
Crimp and Nainsook  
79 cents  
\$1.00 Garments  
Athletic Cut  
Fifty Cent Neckties  
35 cents each  
3 for \$1.00  
The Continental  
Washington & Boylston Sts.

STANDISH  
**Arrow**  
Collar 2 for 25¢  
Claret Peabody & Co. Makers





[illegible]

DOR. RES. R.—Upham's Corral; furnished sleeping apartments, 2 rms., \$16; 4 rms., \$24. Also unfurnished, 4 rms., \$22. 228 E. 1st St., 11 A. Everett av.; tel. 1952. DO.

NEAR Godman's—2 rooms and respective bath, 1st floor, \$10. Apply weekly or monthly type tenant, rent \$25. Apply weekly or Southern av.

TO LET—5 rooms, all imp., electric lighting and floor, \$39 Adams st., near Lonsdale; Adams st. car. Km at 517 Adams st., Duaneville.

SAWYER AVE., Dur.—5 rooms, modern fixings, gas, electric, excellent location, first floor, 2-bath, \$10.00. Apply 1010 Sawyer.

DOR. APT. 6 large rooms; near Dudley's of type closets, all imp.; a. b. fr. and closets. 26 Howard av., Mt. Pleasant.

ALL HOUSES and suites listed here. Q.

**Apartment—East Boston.**

**ORIENT HEIGHTS**—To let, 7-room suite 1 room cor. house, all latest imp., h. w. heat, gas coal range; near lake and trains; front abk. placards; near waterfront; also garage. J. A. ESCOFF, 1129 Serapita st.; tel. 1304-M, E. B.

**SUITE**, 3 rooms, to rent, handy to stream and pier, 6 closets; see page, all improvements. 1008 Bennington st., East Boston; Oakland

**Apartment—Everett.**

**Apartment—Jamaica Plain.**  
**JAMAICA PLAIN**  
 HANDSOME SUITE of 7 rooms to let, heat and water service, continuous hot water, near Frank Park. Credit reporting CO., 23 Beach Street, Boston, Mass.

**UNFURNISHED apartment of 3 rooms and bath, suitable for light housekeeping, as part of a large family, excellent location, close to all the persons need apply; rent \$20 per month. Call furnished. Apply 41 Oakview ter., suite 2.**

**Apartment—Mattapan.**

4-BED-ROOM duplex in Mattapan listed at \$14,000. Call GEORGE H. DROUETTE, succeeding owner & BROKER, 1302 Blue Hill av., E. Wark Hill st.

2-BED-ROOM apartment, 16 Randolph st., off River st., within five minutes to Mattapan sq.; all improvements; rent \$22. C. E. HERNESSETT, 17 Blue Hill av., Mattapan sq.; tel. 5-1000.

**Apartments—Melrose.**

5-FACTORY boulevard, beautiful 6-room single family home, all improvements; rent \$27 monthly. GEO. C. MOWER, 14 Sewall Woods rd., E. 95th st.

2-BED-ROOM apartment to let in best location of Melrose; all improvements, suitable for Dr.; rent \$25.

**Apartments—Medford.**  
MEDFORD HILLSIDE—5-room modern apart-  
ment, electric, gas, steam heat, near steam  
of electric, 822. Apply 138 Shawmut st.,  
lower floor. Tel. No. 1244-M.  
A NEW 3-room flat, all con., 71 Lawrence st.,  
Medford, Parkway line, Apply 8. GREENHARD,  
82 Shawmut st., Boston; phone Orford 9096-W.  
PARKWAY—3-room apartment, all modern  
equipment, \$17 to \$22. BUCKLEY, tel. Mal-  
2-2384-M.

**Apartments—Roxbury.**  
Hotel Glenwood, 70 Warren st., Rox.

F. W. BATCHELDER, Treasurer

ROSLER wanted on my farm. Mrs.  
HOWE, Mill Village, N. H., Box 104.

For foreign subscriptions add postage at rate of  
\$1.00 per copy daily and 5 cents per copy Sunday.

Hot location, near line, rear top or side, seats 85%, price \$4,000, terms arranged. **WAGON & BUS CO. 8 Main st.**

1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 26

57 Summer St.  
Boston





# Boston American Editorial Columns

## Advertising the Great National Business Science

In That Science the Nations of the World Will Soon Be Competing Bitterly. America Leads Now, and the Advertisers' Convention in Chicago Will Help to Keep This Country in the Lead.

Copyright, 1915, by the Hearst Corporation

(The following editorial is printed in all of the Hearst evening newspapers.)

Advertising is the art of transferring an idea from your mind to the minds of others.

The advertiser's task is to see a thing clearly. DESCRIBE IT SIMPLY and convincingly.

The great mistake of the professional advertising man is lack of simplicity.

The most idiotic mistake of the business man who has something to advertise is the notion THAT HE CAN DO IT HIMSELF BETTER THAN A PROFESSIONAL.

You cannot be at the same moment the DYNAMO in the power house grinding out the current, and the brilliant bulb that sheds light and tells what the dynamo is doing.

The business man is the DYNAMO, the advertising man is the electric BULB that tells of the dynamo's work.

The bulb that thinks itself more important than the dynamo is foolish.

The big dynamo that thinks it can get along without any bulb, and make a success of a lighting plant all by itself, is a very foolish dynamo.

Advertising is an art and science important to all the nations and to every man in the nation.

Advertising is to business, industry, manufactures WHAT PRICING AND LANGUAGE ARE TO THE HUMAN RACE. Advertising is the SPEECH OF BUSINESS. Without it business is dumb.

To exaggerate the importance of advertising and of its unlimited possibilities is not easy.

For instance, this nation of ours does thousands of millions of business yearly with other countries.

In South America alone, the right kind of an INTERNATIONAL ADVERTISING CAMPAIGN would sell thousands of millions MORE of our products to the southern republics alone.

And the right kind of an advertising campaign in China and all of Asia would sell other thousands of millions.

The great thing is to get the RIGHT brains to do the advertising.

You must have the man who understands China, what China wants, what China believes, what kind of advertising language China understands.

You must have a brain similarly equipped to deal with the Argentine, and Chili, and Peru, and Brazil.

The great nations of the world are bankrupt, or bankrupting themselves as rapidly as they can.

England spends fifteen millions a day on war, lends six hundred millions to Italy, and Heaven knows how many thousands of millions to France and Russia.

Soon, let us hope, war will stop, and then will begin THE GREATEST ADVERTISING CAMPAIGN THAT THE WORLD HAS EVER SEEN.

Turning from blood and murder to business once more, the nations, broken in spirit and purse, will begin a desperate fight to get back the business lost.

What a magnificent thing it would be for this country if government could clearly understand what national advertising means, and if the United States could begin NOW the great campaign of national development throughout the world that will soon be begun with terrific energy by the other nations.

From the nation that needs new markets down to the man who has just invented a new lamp wick, and wants the public TO KNOW WHAT HE HAS DONE, the world's problem in business is advertising.

To advertise means "to inform." The intelligent business man and manufacturer says: "I have produced such a product at such a price. But the world is not INFORMED, does not know what I have to offer."

The advertising man, competent and alert, says: "I can inform the world, and while you devote your energies and genius TO PRODUCTION, I will devote mine to DISTRIBUTION by telling your story."

Foolish is the man who wants to build a house and thinks he needs no architect. Foolish the man with a broken leg who sends for no doctor, and truly foolish the man with something worth selling who does not secure the services of a man WHO KNOWS THE ART OF TELLING what the business man has to say.

Advertising IS LITERATURE. It is the difficult literature of persuasion, of brief statement, of clear explanation, of convincing argument.

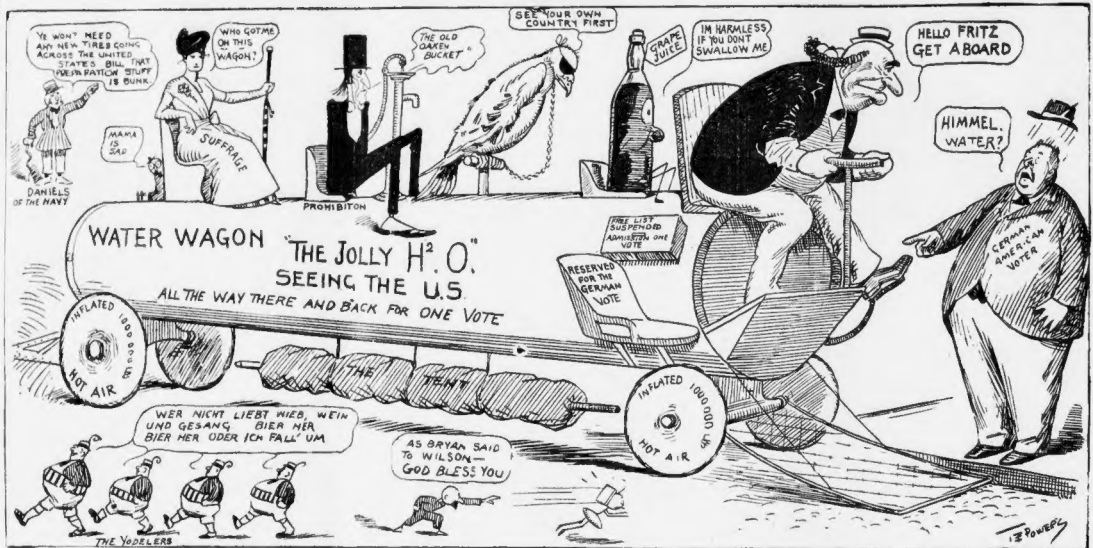
Above all, it is the very difficult task of the advertiser

## OUR FIRST DUTY IS TO MAINTAIN PEACE; OUR NEXT DUTY IS TO PREPARE FOR WAR

THURSDAY, JUNE 24, 1915.

### ME AND MY PETS

Copyright, 1915, by International News Service.



This way, ladies and gentlemen—at least all the ladies that have votes—this way for the greatest show on earth. This way to see Me—this way to see My Pets. Take a good look at me and then feast your eyes upon my celebrated Dove of Peace—looks more like a Dove of Pieces at present, perhaps. Don't miss my old friend Grape Juice—not a scrap in a barrel of it. And the ladies, bless 'em, the ladies. How I love 'em since they got a vote! Hop right aboard my personally conducted Water Wagon; all are welcome—if they have the price. James, tell the yodelers to quit yodeling till I tell the crowd all the causes of the causeless war.

to find A NEW ROAD INTO THE BRAINS OF OTHER MEN.

The advertiser must find words and pictures that COMPEL attention, sentences so simple that it is easier to read than NOT to read.

These words and pictures must keep constantly the attention of the reader, in every sentence combining all the qualities that make a first-class advertising statement.

No wonder thousands fail, no wonder a few make hundreds of thousands a year, simply by solving the one great problem, "How can I get into the brain of the public the thought in the mind of my client."

Long since we enumerated four things that the advertiser must do, or fail.

1st. He must make the public SEE his advertisement.

2nd. He must make the public READ it.

3rd. He must make the public UNDERSTAND it.

4th. He must make the public BELIEVE it.

Is advertising difficult? It is, indeed. It would be easier to start a new religion on a successful career in the United States THAN TO START A NEW BRAND OF SOAP.

Get the name of your client's product so thoroughly in the public brain that the product and the name you advertise become synonyms.

If in the United States you say "Tiffany" it means jewelry. If you say "Delmonico" it means food.

Advertising genius properly encouraged can actually take a meaning from a word as old as the language, and transfer it to a new word, to a new name.

How is this done? First of all, BY REPETITION. "Repetition is reputation."

Advertise the NAME. People BUY the name. They buy because they know the name and have faith.

Your article may have a thousand good qualities. But to mention the NAME a thousand times is better than to mention each of those good qualities once.

The great French revolutionist said that success called for "audacity, audacity, more audacity."

Advertising success calls for REPETITION, REPETITION, MORE REPETITION.

There is advertising in every year of the human being's life. The new-born baby advertising its need of food and a bath with pitiful squalling.

The little boy twisting his hat in his hand, asking for work, seeks to advertise his qualities as an office boy.

The young man in his courting is a tremendous advertising agent, hoping that he will favorably impress one who is the entire public to him, and persuade her to accept what he has to offer.

The politician is an advertiser offering his wares and his convictions to the public.

To every advertiser of every kind these things are of vital importance in bringing success.

Know exactly what it is that you have to say.

Know that you are telling a truth which is useful to the public.

Express yourself with SIMPLICITY, for that is the greatest of literary art.

There is no literary discipline as valuable as advertisement writing if the work is understood.

You must avoid dryness, which discourages the reader.

You must avoid unnecessary words, every one of them costs money, every surplus word discourages the reader and drives him away from your advertisement.

You must know where to begin—just where your reader's interest begins. You must know where to stop, just where HE would stop if you did not.

You must avoid the appearance of preaching at the people, for the people get all the preaching they want on Sunday.

You must write exactly as though you were TALKING to the reader, for an advertisement writer is a salesman.

You must manage your public, find your way into their minds, and you must manage your client very often, for in the beginning advertising is discouraging, dollars go out and do not come in.

Many a man in business can wait patiently while a factory is going up brick by brick—knowing that the bricks must be bought and laid first. But he cannot wait patiently while his reputation is being built up brick by brick through advertising. He wants to get returns on the first load of brick thrown on the vacant lot.

To keep him while he teaches the public is difficult—but difficulty is what makes advertising interesting.

Advertising is important, not only because it helps business, but because it increases the efficiency of labor.

Advertising renders public service. The great advertiser puts his fortune INTO HIS REPUTATION and if he dies his successor cannot AFFORD TO DAMAGE THAT REPUTATION.

No man sets fire to a factory that has cost millions.

No man sets fire to an advertising reputation that has cost millions—and to sell goods to injure the quality of the advertised goods would destroy the reputation.

This is probably as much advertising talk as the energetic advertisers of the United States gathered in Chicago will care to absorb at one time.

The writer regrets that he could not accept the invitation of the convention to address them face to face "in one of Chicago's leading pulpits."

This editorial is also a pulpit, and those that attend the sermon throughout the country, numbering at least five millions, would fill all of the churches in the United States.

The idea of advertising talks in churches was a good one. It was desired to emphasize the importance of HONESTY IN ADVERTISING. But that was emphasized a great many years ago.

Every man excepting the fool knows that the foundation of success is honesty. And the higher you hope to build, THE MORE POWERFUL YOUR FOUNDATION MUST BE.

## Gertrude Atherton Tells How a Girl May Succeed as an Author

Compiled by Ethel Lloyd Patterson

### FAILURE

THE girl who wishes to become an author might just as well face, from the very first, the fact that she has years of struggle and hard work before her before she can depend on anything like success. If she feels she cannot go through unending months of weariness and loneliness and still retain her cheerfulness, she might just as well give up all thought of ever writing before she has well begun.

And this better stuff there is in her—mean to say the greater her eventual possibilities—the deeper the loneliness and depth of occasional despair. I think it is Sir James Barrie who has written: "Though it is sunlight in the valleys, the mountains are more often enshrouded in clouds." The very fact that a girl's mind is developing bewilders her. She suffers from a kind of mental "growing pain." And it is then, with the actual forecast of success within her, that she thinks of herself with most bitterness as a failure.

To do away with this I think it is as well for any girl who is beginning to write to find a reliable agent and let him or her do the dickering with the magazine editors or publishers. One only has to pay from \$5 to \$10 per cent. of the profits to such an agent. And the saving of the year on one's nerves is worth double the price.

Also I would urge every girl who is beginning to write to join the Authors' League, if she is in America, or the equivalent in England, which is called the Authors' Society. The dues are about ten dollars a year, and the service the league can render is invaluable. Not only are helpful criticisms and suggestions made to the members of the society, but questions of copyright and non-payments on sold fiction are taken up and handled properly, without extra charge, to those who belong to the organization.

And one more suggestion to the girl who is trying to earn her living by writing and who is not getting along as fast in her career as she would like to. Look to the women you meet for understanding and encouragement. All tradition to the contrary, it is women who, in the last analysis, will stand by women. Comparatively recently I wrote the story of a murder trial which occurred in New York State. The alleged murderer on trial was a woman. Every woman in the courtroom would have stood by that prisoner through thick and thin, while I think there was scarcely a man present who would not have been glad to have seen her sent to prison.

And above and beyond all, be cheerful and tolerant. I know I have written this before, but I cannot write it too often. The minute any girl or woman permits herself to become bitter the possibility of success for her is any line of work is gone.

## Very Interesting New Experiments in the "Love in a Cottage" Theory

Isabelle Bernheimer Murray, the millionaire's daughter who married the doorman of her apartment hotel, and Naomi C. Noland-Liberty, the heiress who ran away with her chauffeur, tell how happily true love has made them; and Professor A. H. Vandenberg, the distinguished American psychologist, discusses from the standpoint of science these and other unusual attempts to bridge the gulf between poverty and riches. In next Sunday's

Boston Sunday American